

WAYS TO REDUCE POSTAGE CHARGES

Below is a list of “one to one” postal charges that may be considered as ways to reduce mailing costs. Not included, are processing steps, paper weighs and other factors, such as folding, tabbing, and access to address data files that may be required to gain the savings.

Examples

One ounce F/C letter to F/C Presorted letter .037 to .278

One ounce F/C Presorted letter converted to a Post Card .278 to .176

One ounce “Flat”, 9x12 envelope, converted into F/C Presorted letter .049 to .278

First Class Presorted letter converted to *Presort Standard letter .278 to .190

**USPS stipulates, “Matter that has the character of actual and personal correspondence must be mailed as First Class” DMM E100 1.4 (Domestic Mail Manual)*

- Presort Standard mail is a lower mail classification, not bound to the same delivery and return standards as First Class mail.
- Recommend that all newsletters (general information) be mailed at Presort Standard mail rates.
- A mailing review would be recommended to determine if a particular mailing could qualify for possible cost benefit

Converting a Letter into a Self-mailer

- Depending on the mail classification, when converting a letter into a self-mailer, savings may only be gained by eliminating the cost of envelopes, inserting and storage charges. It's recommended when considering a self-mailer, a heavier bond of paper be used to assist with processing and deliverability.